

2023 Drive Away Hunger Partner Key Messages

Background:

2023 marks 20 years of Drive Away Hunger. Since being embraced by the Canadian agriculture and food industry, it is bigger than ever. Last year, Drive Away Hunger provided an equivalent of 40 million meals to charitable food security agencies across the country. There are multiple ways for food producers, processors and individuals to get involved and be a part of connecting food with those who need it in local communities across Canada.

One of the innovative ways Drive Away Hunger is changing how the industry works together is by having conversations that identify obstacles and collaborate on food security. The industry is seeing more and more how food waste reduction, sustainability, and secure food systems all coexist together. We can play a role in helping the industry continue to adapt its processes to be able to donate, accept and distribute surplus perishable products.

There is positive change happening by rallying together, giving generously, and maximizing the use of the food available for the benefit of those who are struggling to get enough to eat.

Key Messages:

- Drive Away Hunger is an agriculture and food industry effort to connect the food we produce with our community members who need it the most.
- Drive Away Hunger partners share knowledge, connections and resources to increase the reach of donations and reduce food waste.
- 3.2 million tonnes of surplus edible food are produced in Canada each year, and 96% of it is not rescued. Drive Away Hunger connects nutritious food to those in need, redirecting food surpluses that would otherwise go to waste.
- Nearly 20% of Canadians are getting their food from charitable organizations like Food Banks Canada. Greater demand for food banks means our industry's help is necessary now more than ever.
- Last year, Drive Away Hunger donors provided an equivalent of 40 million meals to charitable food security agencies across the country.
- With a passion for attaining food security in Canada, we believe we can create change by rallying together, giving generously, and looking for new solutions that make a difference.
- Drive Away Hunger is proof that our industry is stronger when we come together.
- Bringing the industry together to positively impact food security builds public trust as people see the incredible impact this unifying program is having.

- It's hoped more industry partners will join Drive Away Hunger as they see how being a part of the program creates a direct positive change in increasing food security on a large scale across Canada while also benefitting the industry.